

1/16/89

TO: PEGGY

Please note the following information.


J.H. Casey

G.B. Brown
Division Manager

RJR Sales Company

835 Roosevelt Avenue
Plaza 12 - Suite #1
Carteret, New Jersey 07008

RJR

January 16, 1989

TO: J. H. Casey
R. J. O'Rourke
G. J. Bradley

F. L. Maney
L. S. Justo

RE: Valley Fair Chain

Gentlemen:

Ms. Eileen Healey, Buyer for the above chain, has approved the following product distributions, authorizations, and merchandising programs:

Store #857 - 25 Saddle River, S. Hackensack

1. A two tray low profile CCD on top of package fixtures.
2. Automatic distribution of 35 cartons of Dorals.
3. One More White Light BlGIF promotion.

Store #852 - 468 Chancellor Ave., Irvington

1. A two tray low profile CCD on top of package fixtures.
2. Automatic distribution of 35 cartons of Dorals.
3. One More White Light BlGIF promotion.
4. Approval for \$2.00 Doral and \$2.00 Multi Brand coupons.

Store #853 - 260 Bergen Turnpike, Little Ferry

1. NSS-1 top two shelves of gondola.
2. A two tray low profile CCD on top of package fixtures.
3. Automatic distribution of 35 cartons of Dorals.
4. One More White Light BlGIF promotion.
5. Approval for \$2.00 Doral and \$2.00 Multi Brand coupons.

Store #854 - Saw Mill Road, Elmsford, NY

1. Approval for all 7 styles of Dorals at store level.
2. Approval for \$2.00 Doral/\$2.00 Multi Brand coupons.

R. J. Reynolds Tobacco USA and Planters LifeSavers Co.

Valley Fair (cont.)

2.

Store #851 - 2760 Nylan Blvd., Staten Island, NY

1. Approval for all 7 styles of Dorals at store level.
2. Approval for \$2.00 Doral and \$2.00 Multi Brand coupons.

Attached are authorizations and a copy of product distributions.

Should you have any questions, please contact me.

Sincerely,


G. B. Brown

GBB:mb
Enclosures

M-2

cc: D. L. Bomgardner

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